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As the major distributor of books, the state-owned Hsin-hua Book Store has established 1,086 branches all over the country. The state-owned International Book Store became the special distributor of the books and periodicals imported and exported. In the main cities all over the country the Party has established 12 state-owned printing presses with modern equipment. Among these twelve, one is in Sian, Shensi, and one is in Urumchi (Tihua), Sinkiang. Private publishers, printers and distributors have mostly been forced out of business or have become a part of private state joint enterprises. For Northwest China, the most significant publishing house is the Nationality Publishing House in Peking which has been assigned to publish books in minority languages.

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In Northwest China itself, there are two leading publishing houses, one is the Northwest People's Publishing House in Sian, Shensi. The other is the Sinkiang Provincial (later regional) People's Publishing House in Urumchi (Tihua), Sinkiang. Both are state-owned but apparently the former is under the direct control of the Party, while the latter is under the control of the Provincial Government. The Northwest People's Publishing House uses the printing facilities of the Hsin-hua Printing Press in Sian. The Sinkiang Provincial People's Publishing House apparently has its own printing press since it has put special emphasis on publishing books in languages of the minority groups.

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The distribution of books and magazines in the Northwest is mainly dependent on the branches of the state-owned Hsin-hua Book Store. The short history of the Hsin-hua Book Store in Sinkiang illustrates this fact.

On January 10, 1950, the Sinkiang branch of the Hsin-hua Book Store was founded in Urumchi (Tihua). On March 19, April 19, and July 1 of the same year, the sales departments at South Main Street, North Main Street and Nan-liang in Urumchi (Tihua) opened for business respectively. In April, 1950, the Qomul (Hami) Branch opened. In June the Kashgar branch opened. In August, the branch stores in Sha-ch'e, Ili, Altai (A-shan), Chuguchak (T'a-ch'eng), Khotan (Ho-t'ien), Kharashar (Yen-ch'i), Aksu, and Manass (Sui-lai) opened as a part of the provincial government's project. In September, 1952, two branch stores were established in the industrial and mining districts Fu-wen and Tu-shan-tzu. In October, 1952, four branch stores started business in Karghalik (Yeh-ch'eng), Kucha (K'u-ch'e), Yangihissar (Ying-chi-sha) and Maralbashi (Pa-ch'u). Up to the end of 1952, there were 16 branch stores which, in turn, had established 48 sub-stations in counties where no branch store was in existence. At the end of 1950, "with the help of Soviet friends" the Hsin-hua Book Store took over the five International Book Stores at Urumchi (Tihua), Ili, Kashgar, Chuguchak (T'a-ch'eng) and Altai (A-shan).